

Abstract

Two-way digital media devices typically store digital identifying data that identify the user to providers of content and interactive data. In the case of a Web browser of a personal computer, the digital identity is stored in the form of a plurality of cookies that are used by respective web sites to personalize the web site experience for each particular user. When a user is at a different computer, the digital identifying data is not available. In addition, other types of interactive devices, such as CATV settop boxes, cell phones, PDAs and the like, may not have enough non-volatile memory (persistent storage) to store the digital identifying data. In order to provide users with a portable digital identity, a digital identity server is provided as a server node on the Internet, which retrieves digital identifying data and downloads such digital identifying data to any device upon request. In such manner, the user's digital identity is portable and available at any computer or other digital device that is being used. The system digital identity server permits devices without sufficient non-volatile memory storage to download a digital identity for temporary storage in volatile memory, thereby providing a digital identity in devices without non-volatile memory.

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